

### **Claim Amendments**

Please amend claims 72 and 73 as shown below.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1-71 (Cancelled)

72. (Currently amended) A database searching apparatus comprising:  
~~an account management server;~~  
a search engine in ~~data communication with the account management server~~  
and operative to provide search results including search listings according to rank; and  
a database searchable by the search engine and including a plurality of search listings, at least some search listings being associated with advertisers, the search listing associated with an advertiser including  
a search term specified by the advertiser, and  
a desired rank specified by the advertiser for a search listing and a  
maximum cost per click (maximum CPC) and a cost per click (CPC) associated with the desired rank for the search term and the advertiser,

account management server means in data communication with the database for automatically adjusting the CPC for a search listing in response to advertiser inputs;

wherein, when the advertiser enters a new search listing or changes the maximum CPC of a search listing, the account management server means is operative to:  
adjust the CPC of the advertiser's search listing to maintain the desired rank,

~~the account management server is operative to move the search listing to~~  
the highest rank possible without exceeding the maximum CPC of  
the advertiser's search listing,  
~~the account management server is operative to maintain the CPC of the~~  
advertiser's search listing less than or equal to the maximum CPC  
of the advertiser's search listing,  
~~the account management server is operative to set the CPC of the~~  
advertiser's search listing no higher than necessary, and  
~~the account management server is operative to avoid setting the CPC of~~  
the advertiser's search listing so that desired ranks and CPCs of  
other advertisers are not maintained.

73. (Currently amended) The database searching apparatus of claim 72  
wherein the database further stores a timestamp associated with each desired rank, the  
timestamp indicated indicating a time the search listing was entered or changed.

74. (Previously Presented) The database searching apparatus of claim 73  
wherein the search engine is configured to:  
receive a search request;  
locate one or more search listings having a matching relationship with the search  
request; and  
order search results from the one or more search listings using the CPC  
associated with the one or more search listings.

75. (Previously presented) The database searching apparatus of claim 72  
further comprising:  
an account manager accessible by the advertiser to vary at least one of the  
maximum cost per click and the desired rank for a respective bid and  
desired rank.

76. (Previously Presented) The database searching apparatus of claim 75 wherein the account manager is further accessible by the advertiser to vary the maximum cost per click for two or more possible ranks specified by the advertiser.

77. (Previously presented) The database searching apparatus of claim 72 further comprising:

one or more software agents configured to:

receive advertiser bid information; and

act on the advertiser bid information to adjust the cost per click for a specified search listing.

78. (Previously presented) The database searching apparatus of claim 77 wherein the one or more software agents is configured to:

increase the current cost per click of the specified search listing if the rank of the specified search listing can be improved without exceeding the maximum cost per click; and

decrease the current cost per click of the specified search listing without moving the specified search listing to a rank worse than the desired rank.

79. (Previously presented) The database searching apparatus of claim 78 wherein the one or more software agents are configured to decrease the current cost per click of the specified search listing only if no other search listing will have its respective current cost per click increased to decrease the rank of the specified search listing.

80-86 (Cancelled)